

Message Text

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ORIGIN EB-07

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R 150036Z MAR 75
FM SECSTATE WASHDC
TO AMEMBASSY CARACAS

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E.O. 11652: N/A

TAGS: EIND

SUBJECT: VENEZUELAN LABELLING REQUIREMENTS

1) THE DISTILLED SPIRITS COUNCIL OF THE U.S. (DISCUS) REPRESENTING NINETY PERCENT OF DISTILLED SPIRITS MANUFACTURERS IN THE U.S. HAS REQUESTED ASSISTANCE IN REGARD TO VENEZUELA'S NEW LABELLING REQUIREMENTS THAT BECAME EFFECTIVE MARCH 4.

2) ACCORDING TO DISCUS VENEZUELA NOW REQUIRES ALL OF THE FOLLOWING TO BE PRINTED ON THE FRONT LABEL OF ALCOHOLIC BEVERAGES:

- A) NAME OF IMPORTER
- B) REGISTRATION NUMBER OF VENEZUELA MINISTRY OF HEALTH
- C) ALCOHOL CONTENT IN DEGREES GAY LUSAC (I.E. PERCENT ALCOHOL BY VOLUME)
- D) NET CONTENTS OF BOTTLE IN LITERS.

3) THUS WHEN A DISTILLER HAS MORE THAN ONE DISTRIBUTOR IN VENEZUELA, IT WILL BE NECESSARY TO AFFIX A DIFFERENT FRONT LABEL FOR EACH DISTRIBUTOR. IN VIEW OF LIMITED VOLUME OF LIMITED OFFICIAL USE

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SHIPMENTS TO INDIVIDUAL DISTRIBUTORS IN VARIOUS LOCATIONS

IN VENEZUELA, LABEL PRINTING WILL BECOME AN EXCESSIVE AND UNNECESSARY COST TO US EXPORTERS.

4) IN ADDITION TO THE FOREGOING, ALL DOCUMENTS IN CONNECTION WITH THE SHIPMENT EXCEPT THE BILL OF LADING MUST RECEIVE VENEZUELAN CONSULAR CERTIFICATION, AGAIN ADDING TO THE COST OF EACH TRANSACTION.

5) ACTION REQUESTED: EMBASSY IS REQUESTED TO TAKE UP THE PROBLEMS RAISED BY THE NEW REGULATIONS WITH APPROPRIATE GOV AUTHORITIES WITH THE VIEW TO OBTAINING A ONE YEAR DELAY IN THEIR IMPLEMENTATION. PLEASE ADVISE THE DEPARTMENT OF THE RESULTS OF THE EMBASSY'S APPROACH TO GOV. EMBASSY MAY FIRST WISH TO CONTACT BRITISH EMBASSY TO ASCERTAIN WHETHER JOINT APPROACH TO GOV MIGHT BE APPROPRIATE AND WHETHER IT WOULD BE PRACTICAL TO REQUEST GOV TO CONSIDER PERMITTING USE OF A SEPARATE LABEL, WHICH COULD BE AFFIXED BY THE INDIVIDUAL DISTRIBUTORS CONTAINING THE INFORMATION REQUIRED IN PARAGRAPH 2 ABOVE. INGERSOLL

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